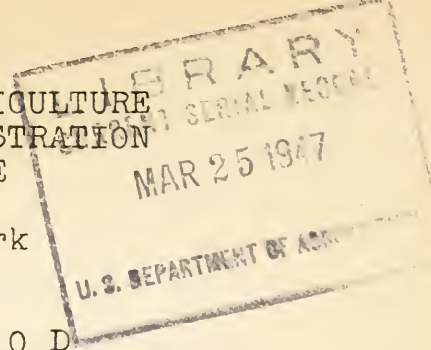


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Resume

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
INFORMATION SERVICE
150 Broadway
New York 7, New York



Y O U R F A M I L Y ' S F O O D

For the Week of March 3, 1947

(Topics of the Week:

Cheese Grading

Eggs plentiful

Sugar Notes

Plentifuls

ANNOUNCER: Here is YOUR FAMILY'S FOOD...a program designed to keep you informed on factors affecting your daily food, and brought to you by Station _____ in cooperation with the United States Department of Agriculture. Our studio guest today is _____, representing the Production and Marketing Administration office in _____. What's the topic for today, _____?

PMA: Hello, _____. I've got several things to talk about today. First a little something about cheese... then some information on eggs...and a word or two about sugar.

ANNOUNCER: That's quite a mixture. Of course, you've got the start of a cheese omelet there...but I don't know just where the sugar would fit in.

PMA: Oh, we'll find a place for it, _____.

ANNOUNCER: That brings up the subject of cheese...anything special happening?

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TO: SAC, NEW YORK (100-100000)

FROM: SAC, NEW YORK (100-100000)

RE: [Illegible]

[The following text is extremely faint and illegible due to the quality of the scan. It appears to be a multi-paragraph memorandum or letter.]

PMA: Nothing spectacular. It's just that we Americans are eating more cheese than ever before...the Bureau of Agricultural Economics says we averaged 7 pounds per person last year. For the 20 years before the war, the yearly average was about $4\frac{1}{2}$ pounds.

ANNOUNCER: I guess lots of people acquired a taste for cheese during the war, when they used it in place of other things.

PMA: Undoubtedly that had quite a bit to do with it. Consumption figures during the past three or four years show that as soon as civilians could get plenty of cheese after the war, they really dug in.

ANNOUNCER: What kind of cheese do people prefer --- American?

PMA: Now you're getting involved. But since folks are taking such an interest in cheese, perhaps we can tell them a little something about it.

ANNOUNCER: You can tell me exactly what is meant by "process" cheese, as a starter.

PMA: You're getting ahead of me. I haven't answered your previous question yet...which referred to the type of cheese preferred. Figures show that of the 7 pounds we ate last year, more than $4\frac{1}{2}$ pounds was American cheddar...with the remainder divided among all other varieties. Now, to answer your question about "process" cheese...the familiar loaf cheese is the

PMA: more common process type, but it's cheddar just the
(continued) same. The "process" consists of testing, blending, and
combining cheddar from different cures, pasteurizing the
lot, and packing it. Thus you're sure of buying a
cheese that always tastes the same.

ANNOUNCER: Oh, well then all of the trade varieties of cheese ---
you know, the cheese spreads and the small packages ---
are made the same way I suppose?

PMA: Yes, most of them are simply different blends of cheddar,
with varying amounts of moisture for ease in spreading.
The more moisture, the easier cheese spreads. At the
same time, though, soft cheese doesn't keep as well as
the dryer, hard cheese.

ANNOUNCER: Say, I'm learning things fast today. But what about the
American-made foreign cheese? Stuff like American Swiss,
or Blue cheese.

PMA: Now, of course, you're getting away from Cheddar.
American Swiss is made about like the original Swiss.
Many kinds of cheese are named for the places they were
first produced, and we continue to use those names. You
mentioned Blue cheese...that's simply American roquefort.
I'm afraid the exact curing methods for different
varieties are a little too deep for me.

ANNOUNCER: I don't wonder...cheese-making is a craft, I guess.
Anyway, I understand it's highly technical in this
country. And in Europe, of course, the art of making

ANNOUNCER: Cheese is handed down from generation to generation. But
(continued)

I do have one question. What are the holes in Swiss cheese for?

PMA: You know, _____, when I decided to talk a little bit about cheese today, I just knew someone would ask that...so I prepared myself.

ANNOUNCER: If you have the straight answer, I'd sure welcome it.

PMA: Well, despite all the old jokes about the holes in Swiss cheese, the fact is that unless they were there, you wouldn't have Swiss cheese --- foreign or domestic. The holes --- which are called "eyes" in cheese circles --- are made by the escaping gases during the curing process.

ANNOUNCER: That's the second time you've referred to "curing". Maybe you'd better explain the word.

PMA: Well, curing is done by storing the cheese at the proper temperature, to allow the acids or various organisms to do their work. It's also called "ripening".

ANNOUNCER: Then the common cottage cheese that we make at home is unripened...?

PMA: That's exactly right...and a good example, too. Cottage cheese comes, as we know, from sour milk. Then we have cream cheese, and this is made from sour cream. Now, if you go a step further, as the French did, and ripen cream cheese under proper conditions, you have Neufchatel ((NUF-SHA-TEL)) cheese. However, domestic Neufchatel,

PMA: I'd better add, is not cured, being made from various
(continued) grades of milk running from cream to skim.

ANNOUNCER: I suppose the differences in types of cheese --- their
flavor, at least --- result from the richness of the
milk, and the curing or ripening

PMA: You're learning fast. Actually, there are only about
20 varieties, although there are at least 400 names for
cheese.

ANNOUNCER: Can cheese be graded?

PMA: It certainly can..and is. The Dairy and Poultry Branch
of the Department of Agriculture maintains a cheese
grading service, available to any plant that wants it
and is willing to pay for it.

ANNOUNCER: But likes and dislikes in cheese are so much a matter
of individual taste...seems like cheese-grading would be
a pretty tough job.

PMA: Let's see if we can get this straightened out. The
grading of cheese is one thing, and the inspection of
cheese-making plants is another. Taste is still a third.

ANNOUNCER: Well, let's take grading first.

PMA: Okay. The official grades are U.S. double-A...A...B and
so on. Until very recently, the grade marks appeared
on what is called the "wheel" --- that's the round
shipping box in the case of Cheddar. Naturally, few
consumers could see the grade. Of late, several plants

PMA: have started putting natural Cheddar and Swiss in consumer-sized packages, bearing the grade stamp.
(continued)

ANNOUNCER: But isn't it true that I might buy some grade A Cheddar today which tastes quite a bit different than some of the same grade from the same company two weeks from now?

PMA: You're sure sticking to that taste business, aren't you? Well, you're right. But many people can find a difference in the taste of 93-score butter from week to week, too. We can't and don't want to standardize people's taste buds. However, taste does have a bearing on the grade, just as it does in butter.

ANNOUNCER: I see...it's just that we can't narrow taste down too much.

PMA: Golly, I don't know how we got into this, but let me try to end this taste business by saying that as long as the Cheddar cheese tastes like Cheddar should, then the grade it will receive depends upon color, texture, moisture, and such things.

ANNOUNCER: I guess that does end it. Now what about inspection of cheese?

PMA: A great deal of process cheese is manufactured under what we call continuous inspection service. This service, again, is voluntary.

ANNOUNCER: That service means that the inspector supervises the entire operation, doesn't it?

PMA: Yes...it's similar to continuous inspection of processed fruits and vegetables. The inspector keeps an eye on raw materials, the finished product, and sanitary conditions of the plant. And since so much processed cheese ends up in small, consumer-sized packages, you can easily check for the familiar shield and the words: "Processed and packed under continuous inspection of the U. S. Department of Agriculture."

ANNOUNCER: And that, as we know, is a guarantee of quality and sanitation. But now, what was it you said about eggs?

PMA: I didn't say anything, yet. But I will say that egg supplies are working toward a seasonal high point, expected in early April.

ANNOUNCER: I have a question, _____. Why does the heaviest egg production come in the spring?

PMA: There are a number of reasons. First, the fall-hatched chicks are getting old enough to start producing. Secondly, last spring's chickens are in their prime. Thirdly, increasing hours of daylight influence production.

ANNOUNCER: Question answered. Are we going to have more eggs this spring than in past years?

PMA: Yes. Or let's say, more eggs will be available. You see, while egg production is only slightly ahead of last year, demands from the Armed Forces, and other countries are less. That means there'll be plenty of

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PMA: eggs on the market from now through early summer, at
(continued) least.

ANNOUNCER: By "plenty" do you mean "too many"?

PMA: Possibly. However, the poultry industry doesn't expect much trouble on that score, so long as folks continue eating lot's of 'em. The industry has set aside March 6 to 15 as a week for encouraging the use of eggs by everyone.

ANNOUNCER: As long as we're urging consumers to buy eggs, let's help 'em buy wisely. Most eggs are graded, aren't they?

PMA: I don't know as you could say "most"...but I believe a majority of eggs are graded. And most eggs are certainly sized. Many states require that eggs be sized and labeled properly.

ANNOUNCER: Let's see...about all I know are large, medium, and pullet eggs.

PMA: Well, there are also extra large eggs, and peewee sizes. Actually, to be scientific about this, these "sizes" should be referred to as "weights", since the size-class is determined by weighing the egg, rather than measuring its diameter.

ANNOUNCER: But you indicated that the size, or weight has nothing to do with grade.

PMA: No...they're separate items. Eggs are usually graded by the cooperative Federal-State grading services.

PMA: You see, in a medium egg, for example, you can have a whole range of grades.
(continued)

ANNOUNCER: That's logical, now that I think of it. How about color, though?

PMA: Color has nothing to do with grade --- I mean the color of the shell, of course. The U. S. Standards on egg grades don't even mention shell color.

ANNOUNCER: Now we have three things that consumers will run into in buying eggs --- size, grade, and color. Can you coordinate all that somehow?

PMA: First off, I'd prefer to ignore shell color. In some places, white eggs are priced higher than browns of the same size and grade. But the color of the shell has no effect whatsoever on the food value of the egg. For that matter, neither does size nor grade.

ANNOUNCER: Hm-m-m. Now I haven't the faintest idea where we stand. Just why do they bother sizing and grading eggs, then?

PMA: Well, obviously, a dozen eggs weighing 24 ounces --- that's large --- is worth more than a dozen weighing 21 ounces --- mediums. You're getting more egg...but the types of vitamins and minerals and so on are the same.

ANNOUNCER: Yes...well, then, where do the grades come in?

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PMA: From the point of view of the housewife, the grades act as a guide to buying eggs for different uses. Grades are based, briefly, on how the egg looks inside the shell --- size and shape of the yolk, amount of air space, and presence or absence of blood spots.

ANNOUNCER: Then I guess if you wanted your breakfast eggs to look pretty "sunny side up" you'd get the top grade.

PMA: That's right...the top grade being double-A. Actually, grade A is fine for home use such as frying, poaching, or boiling. Then in cooking, where you're going to beat the egg up beyond recognition anyhow, lesser grades such as B and C are perfectly all right --- and save you money, too.

ANNOUNCER: I'm sure glad you got that straightened out...had me worried for a while.

PMA: Well, it is sort of confusing to balance the factors of weight and grade --- and sometimes color --- against each other. So how about getting on to the comparatively simple subject of sugar?

ANNOUNCER: Fine...but I hope it's not so simple that there isn't any.

PMA: Oh, quite the contrary. It was announced last week that for the three month periods starting April 1 and July 1, ration coupons will be worth 10 pounds of sugar, instead of 5 as we're getting now.

ANNOUNCER: Yes...I figure that at the end of the first nine months of 1947, we'll have had as much sugar as during the whole year of 1946.

PMA: However..I'd like to add a litte warning to housewives. You'll want to watch your sugar supply, because there'll be no special stamps for sugar for home canning this year. It's true that we received 25 pounds of sugar for 1946, but you'll recall that 10 pounds of it were issued especially for the canning season. This year, it's expected we'll get 30 or even 35 pounds per person for the 12 months, but you'll just have to save home canning sugar from this amount. And now, _____, it looks as if we'd better get right into the subject of what's plentiful on the market.

ANNOUNCER: All right. What seems to be leading the parade this week?

PMA: I don't believe I can put the finger on anything that might be termed a leading item. Of course, potatoes and onions might answer that purpose --- they're certainly plentiful enough.

ANNOUNCER: The only thing is, I guess we've more or less been taking those two for granted.

PMA: Then I'd like to report the good news that lettuce is getting more plentiful. You should be able to find pretty good supplies in most places now.

((NOTE: Because of labor conditions in the PHILADELPHIA area, these plentifuls may not be found there. Check locally.))

ANNOUNCER: Good. We could all use a little lettuce to pep up winter meals.

PMA: Meantime, greens of various sorts --- spinach, kale, collards --- continue plentiful throughout the northeast. And those two cousins, cabbage and broccoli, are in good supply, too.

ANNOUNCER: How about the root crops?

PMA: Coming up. You'll find beets, carrots, parsnips, and turnips in all markets. Sweet potatoes are available in most markets, too.

ANNOUNCER: Guess that brings us to fruit.

PMA: Well, the fruit situation hasn't changed much. There are lots of our northeast apples still around...and of course the citrus fruits continue plentiful. That's it, _____. Thanks for listenin'.

ANNOUNCER: And thanks for talkin', _____. Friends, you've been listening to another session on YOUR FAMILY'S FOOD, with _____, of the Production and Marketing Administration office in _____, and yours truly, _____.

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